

Nancy Crouch
8700 Appomattox
College Station, TX 77845

March 28, 2002

Honorable Lynn McIlhaney, Mayor
College Station City Council
City of College Station
P. O. Box 9960
College Station, TX 77842-7960

Dear Mayor and City Council,

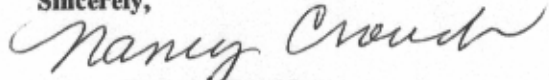
As you may remember, the bylaws of the College Station Business Development Corporation (4B Board) require the Board to develop an overall economic development plan. The attached economic development plan is a result of this year's strategic planning process held March 7-8, 2002, at Del Lago. Facilitated by Gary Maler, the Board clarified its purpose, identified its roles, listed its strategic initiatives based on its visions and discussed the planning environment, enablers and constraints. At the retreat we selected the top five objectives we would like to recommend to City Council for inclusion in the economic development plan and the Council's visioning and planning process. At our meeting on March 26, 2002, we reviewed the materials from the retreat and ranked the objectives to give the City Council more precise information about what objectives are most important to the Board.

The objectives we recommend have taken into consideration our mandate to encourage retail and tourism development as well as to provide appropriate space in College Station to attract quality business and industry. Our presentation will cover the following five objectives in our ranked order:

1. Complete phase I of the new business park.
2. Identify and promote the development of several focal points to help define a sense of place and identity.
 - a. Northgate
 - b. Wold Pen Creek
 - c. Conference Center
3. Promote the redevelopment of at least two underutilized commercial properties.
4. Encourage the development of a class "B" business park with speculative space for both business and office.
5. Promote the development of a multi-anchor power center at the right location.

Thank you for the opportunity to serve College Station and influence its business climate. We ask that you approve the overall economic development plan and incorporate the above mentioned objectives into your annual strategic plan.

Sincerely,


Nancy Crouch, President
College Station Business Development
Corporation